

MONTANA TOURISM PLAN: WHAT'S WORKING/NOT, SUGGESTIONS FOR 2008-2012 PLAN - All Comments by Topic

Meeting	Topic	Comment
Natural/Cultural Resources/Growth Management		
Billings	1a Sustain	Promotion of natural resources need to be updated to "real time"; need better coordination & communication
Bozeman	1a Sustain	Sustainability? How is that defined? Measured? ("7th generation")
Bozeman	1a Sustain	High Value - Low Impact - would suggest a lengthy debate/discussion on this phrase
Bozeman	1a Sustain	Share Monana's vision of preservation?
Butte	1a Sustain	Better system for effecting public policy re: conservation
Billings	1c Herit/Cult	Need to maintain existing cultural attractions, and then blend in new attractions
Kalispell	1c Herit/Cult	Supporting Cultural Infrastructure
Billings	1e Trails	Trails have improved drastically
Billings	1f MT QOL	How to maintain uniqueness of small communities that are now having more box stores locate
Great Falls	1f MT QOL	Strike balance between desired visitor's amenities/luxuries and maintaining MT's character
Funding		
Billings	2a Bed Tax	Funding needs to include the "new" 3% now going into general fund
Butte	2a Bed Tax	Increase in bed tax didn't go to tourism - lodging industry is only contributor
Missoula	2a Bed Tax	Need better public understanding of "bed tax" law
Wolf Point	2a Bed Tax	Get CVBs to stand together to get even more bed tax with "New" 3% assessment that is now going into general fund
Billings	2b More \$	Grant programs for tourism development (TIIP, SEGP, CTAP)
Billings	2b More \$	Explore why CTAP program was stopped
Bozeman	2b More \$	Film incentives passed
Bozeman	2b More \$	Not getting return on bed tax collected (tourism is declining) - Assistance from Travel Montana and Yellowstone Country?
Bozeman	2b More \$	Yellowstone Country has "opportunity money" for projects
Butte	2b More \$	Need for funding to help build awareness of plan & elements
Great Falls	2b More \$	Funding has grown
Great Falls	2b More \$	How to keep promotional funding growing
Wolf Point	2b More \$	TIIP grants
Wolf Point	2b More \$	Need more implementation resources; share those resources
Wolf Point	2b More \$	Special events grants from Travel Montana
Butte	2c Sales Tax	Local option sales tax not available to all communities
Wolf Point	2c Sales Tax	Local option sales tax would specify that a portion would come back to Wolf Point and/or MRC
Great Falls	2d Infra \$	Investment in infrastructure (signage - communications)
Bozeman	2e Tax Dist'n	Local communities can't get direct share of bed tax
Missoula	2e Tax Dist'n	Regions/CVBs can't use bed tax for "brick n mortar" and other things being asked to do
Wolf Point	2e Tax Dist'n	Go to bigger cities and support their bed tax, but they don't come to MRC
Transportation		
Wolf Point	3a Air	Air travel into and out of Montana is not very good; we need to work to get better service
Missoula	a/b/c/d	We don't have transportation represented at this public session (Missoula)

Missoula	3a Air	DOT has completed Air Services Study [identifies needs, challenges, recommendations]
Bozeman	3d Transit	Public Transit - Bozeman
Bozeman	3d Transit	Enhanced transportation (public transit) biodiesel

Marketing

Billings	4a More Tsm	How to get visitors to stay longer; if a visitor stays for an extra hour or two they are much more apt to stay the night
Butte	4a More Tsm	Increasing length of stay, spending, bed tax collections
Bozeman	4b Promotion	Press coverage - national
Great Falls	4b Promotion	How to get info out about new L&C trail/facilities so they get used beyond Bicentennial (GPS info, promo, community awareness)
Kalispell	4b Promotion	Cooperative marketing
Wolf Point	4b Promotion	Ad agency(s) are few and far between in MRC
Bozeman	4c Packaging	Difficult getting businesses to package; lack of understanding about "how" and "benefits"
Wolf Point	4c Packaging	Packaging of attractions is lacking; in rural areas; nothing to put into packages?; what went wrong??
Billings	4d 4-Season	How do we know that off-season visitation has truly increased? (and not due to oil & gas workers in communities)
Billings	4e Targets	National focus not effective; stay with state focus
Bozeman	4e Targets	Winter TV for Yellowstone Country focused on Minneapolis & North Dakota/South Dakota
Bozeman	4e Targets	Ski Marketing successful ; focused on Minneapolis, MN
Bozeman	4e Targets	High discretionary income?
Billings	4g All of MT	Don't fund the smaller, lesser known attractions
Billings	4h Tech	Web sites are much better; however, they need to be updated more often
Billings	4h Tech	Need to update web sites more often
Bozeman	4h Tech	Effective use of Internet to market
Bozeman	4h Tech	Info technology hurdle - State Parks Reservation system (how to get remote sites to use effectively?)
Great Falls	4h Tech	Growth of Internet/Accessing Web Sites
Great Falls	4j Events	Marketing/Promo for L&C worked
Billings	4k Mktg Plan	Regions are doing cooperative marketing within communities
Kalispell	4k Mktg Plan	Coordinating Marketing efforts and budgets effectively

Communication/Management

Billings	5a Tsm Plan	Less Wordy/Less Verbose
Billings	5a Tsm Plan	Have page references from Actions to Explanation in the Plan
Bozeman	5a Tsm Plan	Strategic Plan used as "filter" for regional & CVB marketing plan criteria
Bozeman	5a Tsm Plan	Needs vary across the state (one size doesn't fit all)
Bozeman	5a Tsm Plan	Overlap countries so marketing can happen across boundaries (e.g., advertisers from nearby in Yellowstone Country Guide)
Butte	5a Tsm Plan	Strategic Plan not distributed widely enough (e.g. agency field offices)
Butte	5a Tsm Plan	Visibility of Strategic Plan on web site(s)
Butte	5a Tsm Plan	Need for implementation workshops
Butte	5a Tsm Plan	Communication to industry re: how to use Plan
Butte	5a Tsm Plan	Nuts & bolts information on how to use Pplan for individual businesses, CVBs, regions, agencies, etc.
Butte	5a Tsm Plan	Share report(s) of accomplishments
Butte	5a Tsm Plan	Figure out top priorities & make them happen

Great Falls	5a Tsm Plan	MT communities work together to cross-promote each other
Great Falls	5a Tsm Plan	Provided Focus for Industry on moving forward
Great Falls	5a Tsm Plan	Diverse Tourism Team - Effective
Kalispell	5a Tsm Plan	Provide condensed "user friendly" executive summary that can be used by small and large tourism businesses
Kalispell	5a Tsm Plan	Action/tasks for implementation of key issues such as growth & development
Kalispell	5a Tsm Plan	A23 + A22 strategies were difficult to implement
Missoula	5a Tsm Plan	# of stakeholders who have a voice in the plan
Missoula	5a Tsm Plan	Travel MT should not depend on regions and CVBs to get word out about Strategic Plan - need to help spread word
Missoula	5a Tsm Plan	Make Plan a user friendly plan - 3 or 4 pages of useable material - like 1 page Niche News
Missoula	5a Tsm Plan	Leave action items up to stakeholders - don't prescribe action so much
Missoula	5a Tsm Plan	Broad brush plan to capture an elusive target
Missoula	5a Tsm Plan	Keep to 1 pg - 1 pg for each stakeholder group
Missoula	5a Tsm Plan	5 years is a moving target - need flexibility to adjust
Missoula	5a Tsm Plan	Vision - 5 years, strategies can be shorter
Missoula	5a Tsm Plan	Plan used by CVB's Board & Regional Agencies to direct projects
Wolf Point	5a Tsm Plan	Regionally specific goals and actions were great, but "one size doesn't fit all"
Wolf Point	5a Tsm Plan	Tourism structure (regions & CVB's) works well
Billings	5b Outreach	Higher respect as an industry: motorcycle rally/Lewis & Clark/Boating
Billings	5b Outreach	Getting effective buy-in from Montana Tribes through MTTA
Bozeman	5b Outreach	Getting buy-in to support state park resources
Bozeman	5b Outreach	Build citizen & public official awareness & buy-in
Butte	5b Outreach	Better emphasis to educate Montanans re: benefits of tourism
Great Falls	5b Outreach	Meeting with Local officials to enhance awareness
Great Falls	5b Outreach	Citizens upset over net loss with Lewis & Clark event - need to know why it is a good event
Great Falls	5b Outreach	Continue educating local & state officials about tourism benefits & opportunities
Great Falls	5b Outreach	Help "newcomers" to tourism & rec. partners understand strategic plan
Great Falls	5b Outreach	Educate residents/community about tourism, importance of investment and how to measure returns - get residents on board
Missoula	5b Outreach	Education on what tourism is/benefits communication
Wolf Point	5b Outreach	Tourism statewide is important and is being recognized
Wolf Point	5b Outreach	Did present a workshop for outfitters & agencies to increase the awareness of birding trail(s) in Sept. '06
Billings	5c Partners	More partnerships are created and working effectively
Billings	5c Partners	Agency partnerships are better, and more effective
Billings	5c Partners	"Friends" groups for agencies are working
Billings	5c Partners	Expand to get all partners involved (Arts, Festivals, etc.)
Billings	5c Partners	Have tourism meetings in unique "attraction" sites in a community (i.e. museums)
Bozeman	5c Partners	Yellowstone Country - assisting communities with tourism development (CTEP process)
Bozeman	5c Partners	Partnerships at different levels - especially public/private, leverage \$\$
Bozeman	5c Partners	Need to pull businesses & CVB's & Regions & State together; develop product that will work & market it (a complete system)
Butte	5c Partners	Beginning to form partnerships/regions & Travel Montana working together/Regions working together/partnerships with State Parks
Butte	5c Partners	Some stakeholder groups dropped off map
Butte	5c Partners	Relationship with MDT re: signage/need for summit with Travel Montana?/MTRI to play a role?
Great Falls	5c Partners	Created partnerships (Russell Country/Chamber/Region to Region/Non-Traditional)

Great Falls	5c Partners	Tourism Planning groups around state
Great Falls	5c Partners	More involvement in tourism by MT Indian Communities, tie into Indian Education for All - help create benefits for Indian Community
Kalispell	5c Partners	Public - Private Partnerships - Glacier Country/Media
Missoula	5c Partners	Consensus helps provide leverage with Fed agencies
Wolf Point	5c Partners	Good partnerships were created
Wolf Point	5c Partners	Not very connected in MRC; news comes out of Dakotas
Billings	5d Tracking	Need better and more user-friendly tracking and reporting
Billings	5d Tracking	Need to research to find out what is happening, and not happening
Billings	5d Tracking	Visit with ITRR to research
Billings	5d Tracking	Reporting; annually?
Bozeman	5d Tracking	Better tracking & reporting & easily accessible
Butte	5d Tracking	Better accountability & statistics
Butte	5d Tracking	Reporting on progress made
Butte	5d Tracking	Simplify process
Great Falls	5d Tracking	More data from ITTR
Kalispell	5d Tracking	Getting advance information from travel Montana on specific marketing plans/expenditures
Missoula	5d Tracking	ITTR - Uses plan to direct research
Missoula	5d Tracking	Reporting process takes a lot of time
Missoula	5d Tracking	We don't evaluate ourselves along the way. Need a way to be more effective
Missoula	5d Tracking	Evaluate how achieving goals
Missoula	5d Tracking	Marketers need convention meeting data
Wolf Point	5d Tracking	Good accountability at state level
Wolf Point	5d Tracking	Existing annual reports work well

Product

Great Falls	6a Infrastruc	What do we do with Lewis & Clark infrastructure now?
Billings	6b Amenities	Longer store hours; how to promote (significant shopping done in "extra" shopping time after five and on weekends)
Billings	6b Amenities	Promote evening activities; after five; 18-hour downtowns through the Main Street Program?
Wolf Point	6d Attractns	Dinosaur Trail & Birding Trails are new attractions/destinations
Billings	6d Attractns	Dinosaur Trail for eastern Montana
Billings	6d Attractns	Cattle drives/tours/trail rides are working
Wolf Point	6e Events	Lewis & Clark Bicentennial
Billings	6e Events	Lewis & Clark Bicentennial showed that we can do big projects
Wolf Point	6h Rest Area	New rest area between Winnett and Jordan
Billings	6j Cmty Devt	Main Street Program has been launched
Kalispell	6j Cmty Devt	Encourage participation in Main Street - Whitefish Downtown Plan is example
Great Falls	6k Agri-Tsm	64% of MT is range & pasture land so tourism and ag must work together
Billings	6l Experience	Quality experiences are now better known; good service for customers

Workforce

Billings	7b Training	Better frontline training (Superhost??)
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